## **Outcome Logic Model for NZ Avocados Go Global PGP Programme**

Long term outcomes 2024 - 2030

Medium

term outcomes

2020 - 2023

New Zealand avocado industry is globally competitive, high value and delivers sustainable economic growth



If successful New Zealand will benefit through ...



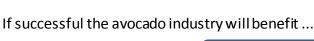
New Zealand avocado industry supplying diversified export markets

A strong and high-value New Zealand avocado market

New Zealand avocado production driven by industry best practice

Higher returns to growers, packers, and exporters in the New Zealand avocado industry

An efficient and productive
New Zealand avocado industry



New Zealand av



Short term outcomes 2016 - 2019

Target importers and consumers understand the unique value proposition of avocados from New Zealand

Generic collateral and key messaging are being used in avocado industry target markets

Increased productivity of New Zealand avocado orchards

Supply chain efficiencies improving across the avocado industry

Increasing best practice information impacting on New Zealand avocado production



If the activities of New Zealand Avocados Go Global are successful ...

Fit for purpose web portal to disseminate information including Avocado industry best practice and benchmarking

Develop and implement effective engagement mechanisms e.g. working groups, field days, professional training, and consultation to drive adoption of best practice Unified marketing strategy for New Zealand avocados with collateral and key messaging for exporters and marketers

Research best practice for avocado pruning methods, cultivar management, tree decline and other on orchard practices Optimise avocado supply chain Determine feasibility of value-add products from the avocado stone July 2014

## Additional benefits

for the sector and New Zealand

Supports the Horticulture New Zealand growth agenda

Increased reputation internationally for New Zealand fresh produce

Increased awareness among New Zealand consumers of health attributes of avocados

Increased skilled and unskilled employment in national avocado growing regions

Learning shared with other Horticulture New Zealand product groups

Increased New Zealand scientific expertise in the field of horticultural research

Enablers and inputs

**Activities** 

and outputs

2014 - 2019

New Zealand avocado growers, packers, exporters, processors, rural professionals, and scientists support and invest in the PGP programme

Horticulture Export Authority structure and avocado industry network and structure

MBIE "Avocados for Export" and other investment in avocado research

Current industry collaborations with and between packers and exporters, and with other sectors

Problems and opportunities

Significant market potential in Asia for healthy, safe food – growth in existing markets and demand from new markets Nutritional benefits data emerging to support promotion of avocado as a healthy product in Asian markets

New Zealand's reputation of a good verification system and producing safe, healthy foods Irregular tree bearing and low yields result in inconsistent supply of avocados Lack of recording, sharing and use of industry data and no performance benchmarking

Avocado stones from processing are a cost to the industry